



Visual Identity Policy

Date Approved: Oct 2009

Projected Review Date: Oct 2012

Purpose:

It is the policy of Hamilton-Wentworth District School Board to ensure a consistent graphic identity across the Board that reinforces and projects a positive image of its students, staff and Trustees.

Hamilton-Wentworth District School Board's visual identity is made up of many elements, including but not limited to its specified name, typeface, initials, colours and logo, as well as their relationship to other visual features such as photographs and use of white space in printed and electronic materials.

This policy is intended to:

- To assist students, parents, staff, community members and other stakeholders in identifying programs, services, and initiatives of the Board
- To build our brand equity and ensure consistency at HWDSB
- To reinforce stakeholder loyalty and experience
- To provide clear parameters around the use of the Board logo and other visual identifiers
- Provide support for schools and service departments to implement the Visual Identity Policy
- To provide direction to any school or service department regarding the Visual Identity Policy

Intended Outcomes:

- A common visual identity across schools and service departments will strengthen HWDSB's visual image and public recognition.
- A clear and consistent visual identity assists students, staff, community members, as well as the public in identifying programs, services and initiatives of HWDSB.
- All communication and design will be consistent with the Visual Identity Policy.

Responsibility:

Director of Education

This policy applies to all students, staff, Trustees, schools and service departments of HWDSB. All members of HWDSB share a responsibility in ensuring that the identification of their schools, departments and programs conform to the visual identity standards. All communication and design must be consistent with the Visual Identity Manual published by Corporate Communications.

Action Required:

- Corporate Communications will be the authority for approving, monitoring and implementing HWDSB's Visual Identity Policy.
- This policy addresses:
 - HWDSB signage
 - HWDSB print advertising
 - HWDSB school and service department websites and other forms of electronic promotion/communication
 - HWDSB business cards, letterhead, and other stationary; and
 - HWDSB brochures and other publications.
- Corporate Communications has the responsibility for creating, coordinating and maintaining the guidelines for the form and manner of use of logos, typefaces, graphics and other materials used to support HWDSB's visual identity (hereinafter referred to as the "Visual Identity Manual")
- New visual identifiers are to be produced in consultation with Corporate Communications and in accordance with the Visual Identity Policy.
- Corporate Communications will publish the Visual Identity Manual from time to time and shall make resource materials, including computer file formats, available on its website so as to assist and enable schools and service departments to use and apply the Visual Identity Guidelines.

References:

Progress Indicators:

The visual identity policy will promote a positive image of HWDSB and will strengthen the Board's visual image and public recognition as reported in the Communications Audit and Parent Satisfaction Survey.